

# South Carolina Governor's Council on Physical Fitness'



## 5-Year Strategic Plan

### **Vision:**

To be the South Carolina voice, forum, and a valuable resource for issues related to physical activity, healthy lifestyles, and personal well-being of all South Carolinians.

### **Mission:**

The mission of the Council is to:

- a. Promote the health and well-being of South Carolinians of all ages by increasing the participation to advance their levels of physical activity.
- b. Serve as an advisor to the Governor and State on issues related to physical activity.
- c. Provide vision and leadership to agencies, organizations, and policy makers.

### **Broad Goal**

To advocate, review, and help write policies that promote physical activity, and to continuously and strongly support governing bodies and organizations in implementing those policies and environmental changes that will support positive healthy lifestyle behaviors.

### **Strategic Goals and Priorities Under Each Goal**

- 1. Public Policy- 1.A, C, D, E, H**
- 2. Media and Communications – 2B.01, 2B.03**
- 3. Awards and Recognition – 3A.02, 3B**
- 4. Budget – 4 A**
- 5. Events – 5A, 5B.01**

## **Section 1. Public Policy/Infrastructure**

- 1.A. Review and write policies and positions statements reflecting old and new policy; i.e., help set new policies and influence existing ones.
  - 1.A.01 Establish the Governor's Council on Physical Fitness as the advisors for the South Carolina Legislature on physical activity bills, etc.
- 1.B. Develop and present position papers to government agencies and departments.
- 1.C. Develop relationships with legislators to gain support for active community environments and physical activity principles.
  - 1.C.01 Educate policy makers on the benefits, the direct and the indirect costs, and the negative impacts from inactivity.
  - 1.C.02 Create LISTSERV for legislators to provide information that will educate them on current and/or proposed bills including physical activity.
    - 1.C.02(a) Review and update bills and status; including sponsors and any opposition
- 1.D. Enhance communication with the Governor's office
  - 1.D.01 Meet formally or informally with Governor each year as is possible
  - 1.D.02 Utilize the relationship with the Governor's Office ex officio member to keep the Governor's Council on Physical Fitness aware of physical activity initiatives that the Governor is implementing
  - 1.D.03 Secure a letter from the Governor that can be used as a "door opener" with businesses and other Governor's Council initiatives
- 1.E. Establish a relationship with the Lt. Governor
- 1.F. Ask the Governor to appoint the Fitness Ambassador as an ex-officio member of the Council
- 1.G. Establish relationship with Office of Healthy Aging
- 1.H. Consult with organizations/businesses who are related to and influence health
  - 1.H.01 Schools and School Districts  
(In collaboration with SCCPPA)
    - 1.H.02(a) Advocate for mandatory PE, K-12 in the Legislature and with school districts
    - 1.H.02(b) Advocate that after-school programs include physical activity whether in the public or private sector
    - 1.H.02(c) Influence school awards (Palmetto's Finest, Blue Ribbon, etc.) to be inclusive of physical education as it is reflected on the School Report Card
  - 1.H.02 Communities
    - 1.H.02(a) Work with organizations that work with new developments, neighborhoods, and and/ or projects regarding walkability, bikability, trails, greenways, open spaces. Encourage the appropriate organizations to become involved with new developments, neighborhoods, and physical activity projects

## **Section 2. Media and Communications**

### **2.A. Presentations, Reports, Packets**

2.A.01 Update and distribute the Physical Education Advocacy Packet

2.A.02 Continue with making the newsletter more personal with an article about/ from a member- have members more actively involved with the newsletter

2.A.03 Develop a standard presentation that can be given to other groups around the state or

loaned for their own presentations.

2.A.04 Partner/collaborate with organizations to create PSA's to promote physical activity, i.e., "A body is a terrible thing to waste" and to co-sponsor physical activity events. Send physical activity information to other newsletters when appropriate.

### **2.B Media**

2.B.01 Attempt to be inclusive as far as media is concerned. Send to all major statewide outlets.

2B.01 (a) Develop specific media relationships.

2.B.02 Partner or Collaborate with organizations to:

2B.02 (a) Develop and publish a Governor's Council on Physical Fitness calendar to promote physical activity (SafeKids as a partner and needs to have a policy/environmental change component.

2B.02 (b) Develop PSA's to promote physical activity

2b.02 © Send physical activity information to other newsletters when appropriate

2.B.03 Update Website to include:

2.B.03(a) Link to LISTSERVs on physical activity bills in legislature

2.B.03(b) Info links to websites such as specific programs, funding resources, Rails to Trails, President's Council on physical activity, media, NASPE, etc.

2.B.03(c) Contacts of existing physical activity clubs, HPBE, University of South Carolina, etc.

2.B.04 Develop way to encourage fitness in SC hotels; i.e., Hotel fitness instructions, visitors bureaus, business convention centers (The Governor's Council Physical Fitness welcomes you...).

2.B.05 Press releases on physical activity issues

## **Section 3. Awards and Recognition**

### **3.A Schools**

3.A.01 Create an award for and recognize schools whose Physical Education School Report Card grade is satisfactory

3.A.02 Re-establish the Governor's Council State Physical Fitness School Award using the Fitnessgram for all grade levels

### **3.B Community, Business, and Individual**

3.B.01 Expand the current awards to include a legislator award, developer award, and individual child fitness award.

3.B.02 Establish the Governor's Council Heart Healthy Community designation on the website.

#### **Section 4. Budget**

- 4.A. Obtain money for infrastructure, sponsorships, publications, etc.
  - 4.A.01 Obtain money from grants, DHEC, Governor's Office, event endorsements, individuals, etc.
  - 4.A.02 Obtain money for publications, travel, meals at Governor's Council meetings, sponsorship, other miscellaneous expenses.
  - 4 A.03 Have each committee submit a budget based on strategic plan priorities

#### **Section 5. Events (Steering Committee)**

- 5.A Co-sponsor/endorse events that promote health among a continuum of populations that would be subject for council review on annual basis
  - 5.A.01 USC/Capital City Bodybuilding Championships
  - 5.A.02 President's Challenge
  - 5.A.03 Senior Olympics
  - 5.A.04 Special Olympics
  - 5.A.05 Physical Activity Conference
  - 5.A.06 Legislative Breakfast
- 5.B Endorsements/Steering Committee
  - 5.B.01 Endorse physical activity events and programs in schools and communities
    - 5.B.01(a) Create a Governor's Council Seal of Approval